

# CITT

## ***CITIZENS' INDEPENDENT TRANSPORTATION TRUST***

**Community Outreach Committee**

**November 16, 2005**

**Stephen P. Clark Center**

**111 NW 1<sup>st</sup> Street**

**10<sup>th</sup> Floor Conference Room**

**2 p.m.**

### **Summary of Minutes**

#### **MEMBERS PRESENT:**

Hon. Linda Zilber, Chairperson

Miles Moss, P.E.

Henry Lee Givens

Susannah Troner

Marc A. Buoniconti

Hon. James Reeder

Hon. Anna E. Ward, Ph.D.

#### **ASSISTANT COUNTY ATTORNEY:**

Maria Arista-Volsky

#### **OTHERS PRESENT:**

Nan A. Markowitz, OCITT

Patrice Rosemond, OCITT

Nya Lake, OCITT

Maria E. Johnson, OCITT

David Tinder, PWD

John Prats, OCITT

Nestor Toledo, OCITT

Julie Simon, OCI

Judy Seidner, CMO

Patty David, OCITT

Lourdes Gomez, MDT

#### **ROLL CALL**

With a quorum present, Ms. Zilber called the meeting to order at 2:03 p.m.

#### **APPROVAL OF AGENDA**

Mr. Reeder moved to approve the agenda, seconded by Mr. Moss and carried without dissent.

#### **APPROVAL OF MINUTES**

Mr. Moss moved to approve the minutes of September 21, 2005. The motion was seconded by Mr. Reeder and carried without dissent.

#### **CITIZENS' COMMENTS**

None

## **OLD BUSINESS**

**Julie Simon, Chief of Marketing and Public Affairs, General Obligation Bond and Office of Capital Improvements (OCI)**, reported that steps have been taken to develop minimum requirements for the PIP. All County departments will need to meet the minimum requirements for all projects over \$1 million. Ms. Simon explained that the first step is to survey the businesses and schedule meetings with the business owners to address any concerns. A traffic plan will be prepared to avoid business interruptions. Ms. Simon commented that the OCI is currently soliciting public opinion for the PIP. Ms. Simon mentioned that the MDTV show "Inside" will be doing a segment on the PIP. Mr. Moss interjected that the BCC placed the PIP on hold until it received public feedback. Mr. Givens noted that when the plan was initiated it was only for the use of Surtax dollars, and it was taken to the Regional Transportation Committee (RTC). The RTC forwarded the plan to the BCC which approved it to include all County departments. Mr. Givens expressed his discontent, saying that the PWD and OCI have not involved the CITT and the public as requested. Mr. Givens stated that he attended a meeting with Commissioner Moss and voiced his concerns regarding the PIP. Ms. Markowitz stated that the PIP is on the Joint BCC/CITT agenda. Mr. Moss asked Mr. Tinder, PWD, if public involvement takes place prior to any specific project or maintenance of traffic plan going out for bid. Mr. Tinder replied that the PIP was directed and coordinated through the County Manager's Office, and the plan does not mention the need for public involvement prior to any specific project or maintenance of traffic plan. Mr. Buoniconti stated that the CITT is not here to make policy. Mr. Givens responded that he feels the CITT is not making policy, rather, that the CITT is taking an issue that was discussed by the CITT into the community, for community involvement. Ms. Zilber commented that the CITT can make recommendations to the BCC for things that the community needs when PTP projects are involved. Ms. Zilber asked if the CITT should meet with those that would be affected prior to the projects, so that the CITT can better understand what the community needs. Mr. Moss moved to table the discussion until after the Joint BCC/CITT meeting, the motion was seconded by Mr. Buoniconti and carried without dissent. Mr. Givens commented the he will ask Commissioner Moss to move forward with developing the PIP, which will be a model for Miami-Dade County.

**Michael De Cossio, Chief of Marking and Communication, MDT**, reported on the PTP promotional activities. Mr. De Cossio provided an overview of the "Go Miami-Dade Newsletter," which is also available online. Mr. De Cossio informed the Members that the newsletter is distributed to approximately 4500 people and 3500 online subscribers. In addition, Mr. De Cossio stated that MDT conducted a survey asking the public, what it would take for them to ride transit. Mr. De Cossio stated that he would attend the next Community Outreach Committee meeting and provide a report on the survey results. Mr. De Cossio showed the Members the "Don't Pay Though the Hose" ad campaign. He announced that the Transit Fair will take place at the Stephen P. Clark Center, 111 NW 1 Street, on December 6, 2005, in the lobby. Mr. De Cossio reported that reduced Metro Passes are being offered to Miami-Dade College Students. Mr. Moss asked if the same initiative is being offered to other organizations such as hospitals. Mr. De Cossio replied that he has been working with different organizations to implement a reduced Metro Pass. Ms. Troner asked how the surveys were done.

Mr. De Cossio responded that MDT used word of mouth, interviewed different segments of the community, as well as used focus groups. Dr. Ward asked if there is any quality assurance staff riding the buses. Mr. De Cossio replied that yes. Dr. Ward voiced her concerns regarding Bus Route 11. Mr. De Cossio assured Dr. Ward that he will look into the issue. Mr. Reeder voiced his concern about a side-walk on 167<sup>th</sup> Street and NE 3<sup>rd</sup> Ave that does not have handicap accessibility. Mr. Tinder stated that he would investigate the problem. Mr. Buoniconti asked if the "Go Miami-Dade Newsletter" will be in the Buses and the Metrorail. Mr. De Cossio replied that a quarterly newsletter with previous month's articles will be distributed to the public. Mr. Buoniconti asked if the comment cards are still being placed on the buses. Ms. Lourdes Gomez, MDT, stated that an update will be given at the next Community Outreach Committee meeting on January 10, 2006.

**Ms. Patrice Rosemond, Community Outreach, OCITT**, reported on the public outreach activities. She distributed a handout of probable departmental identifiers for the CITT. Ms. Rosemond stated that the OCITT is in the process of ordering collateral items that will be distributed during events and meetings. Ms. Rosemond further stated that she attends several public outreach opportunities and the members are welcome to attend. She further stated that the Chamber South will highlight its Transportation Committee activities at the general membership meeting in March 2006 and CITT has been invited to participate in the presentation. Ms. Rosemond announced that the CITT will be participating in the MDT Transit Fair on December 6, 2005. Ms. Rosemond commented that the Joint Marketing Task Force meets regularly to discuss creative ways to update the public about the PTP projects. She stated that the CITT is currently funding three activities, the "Go Miami-Dade Newsletter," "Don't Pay Through the Hose" ad, and an upcoming children's outreach program. Ms. Troner asked if free weekly Metro Passes will be used as a promotional item. Ms. Rosemond responded that the OCITT promotional items represent the CITT. Ms. Troner suggested that instead of giving collateral items to give free Metro Passes. Mr. Moss suggested that both collateral items and free Metro Passes be provided. Ms. Markowitz stated that the collateral items have been ordered and MDT will be contacted about the free Metro Passes. Ms. Markowitz stated that the CITT will be featured on the MDTV show the "Inside" in December.

**Mr. Nestor Toledo, Municipal Liaison, OCITT**, reported that a meeting was held with MDT planning staff, the City of Coral Gables, the City of South Miami, the University of Miami, and South Miami Hospital representatives regarding the trolley. Mr. Toledo stated that circulators are being discussed with several municipalities. He further stated that the system to monitor the use of funding for the municipalities will soon be operational. Dr. Ward expressed her concern about the City of El Portal not being included in the circulator system. Mr. Toledo informed Dr. Ward that OCITT staff is working with some of the municipalities to create a joint circulator system and also find other funding for the circulator for some of the smaller municipalities.

#### **CITIZENS' COMMENTS**

None

### **NEW BUSINESS**

Ms. Markowitz asked the Members for guidance on what they would like for the CITT Retreat. Mr. Givens asked for clarification on the administrative five percent funding. Mr. Buoniconti suggested that the CITT Members produce questions prior to the retreat so that staff can prepare answers and discussion items for the retreat. Dr. Ward suggested the retreat be held in South-Dade for seclusion. Ms. Markowitz stated that if the retreat falls under strategic planning then the retreat can be held in seclusion. Mr. Reeder moved to have the CITT Retreat, and it was seconded by Mr. Givens. Ms. Markowitz stated that the motion would have to be taken before the CITT. Mr. Givens suggested that the OCITT create several retreat models for the CITT to select.

Ms. Markowitz also asked the Members if they would like to conduct a Transportation Summit. Mr. Givens suggested that OCITT submit several different types of models for the Summit as well. Mr. Buoniconti commented that in agreement with Commissioner Carlos Gimenez, the Transportation Summit should invite PWD and MDT. Mr. Moss stated that the CITT, MDT, and PWD should make brief presentations at the Summit and leave the remainder of the time for questions from the public. Mr. Buoniconti requested that the models on the CITT Retreat and the Transportation Summit be sent to the Members once completed. Mr. Reeder moved to hold a Transportation Summit; the motion was seconded by Mr. Givens and carried without dissent.

### **ANNOUNCEMENTS**

The next Community Outreach Review Committee meeting will be on January 10, 2006, at 2 p.m.

### **ADJOURNMENT**

There being no further business of the Community Outreach Committee, the meeting was adjourned at 4:23 p.m.

\*\*\*MINUTES ARE IN SUMMARY FORM\*\*\*

FOR VERBATIM TRANSCRIPTIONS OF THIS MEETING PLEASE REQUEST COPIES OF THE DIGITAL  
RECORDING FROM THE OFFICE OF THE CITT AT 305-375-3481